

YOUR HOME

About the house:

Ceramic tile is great for giving fire place decorative new face

By LIS KING

More than ever, home is where the heart is. With a wonderful antidote to today's hurried pace, it's a flattering feature for any room, and it'll help keep a room warm—without turning up the thermostat.

But what happens when you move into a home with a fireplace that isn't QUITE the style you'd like? CAN you remodel a fireplace without a major expenditure?

The Tile Council of America says, "Yes, you can," and offers some specific ideas:

- Remember that ceramic tile is created by firing in red kilns, so it stands to reason that this material is perfect for fireplace remodeling. Another fact to remember: you can install tile on any surface that's sound, dry and smooth. This even includes metal and existing tile.

- A row of handsome, decorated tile around the fireplace opening may be just what you need to give it that special character. How about a blue Delft-type tile or a sampler motif for a country room? And think of a medallion or stylized floral theme if your room is on the formal side.

Ceramic mosaics set in a checkerboard pattern or a



A DECORATE CERAMIC TILE. Wenzel's "Matisse" design, gives a den fireplace a bright new outlook. The tile wall above the mantel is designed to offer handsome displays of plants and/or favorite art objects, sculptured tile that casts intriguing light and shadow patterns are among the hundreds of other possibilities offered by today's fashion tile.

too traditional for your taste, remove the mantel, and replace with a clean sweep of tile from floor to ceiling. Sculptured tile gives a particularly attractive contemporary look.

- Tired of polishing that metal hood over your fireplace? By all means tile it. If you want to give it a traditional look, choose a decorated tile in a provincial or semi-formal geometric pattern.

If you want to keep it contemporary you might choose 2" x 4" brick-shaped tiles glazed to your favorite color. You can have any color under the sun—from pale earthtones and sunny zinnia colors to bold primaries and dramatic charcoal and ebony.

- If you've got a raised hearth, consider tiling it to a wall-to-wall ledge for extra seating and/or dramatic displays of your favorite objects of art and plants. Tile the ledge to match the hearth, of course.

If you're thinking of making this a family do-it-yourself project, the Tile Council's leaflets on tiling floors and walls will give you the basic how-to-steps. Each leaflet is 25 cents. Write Tile Council of America, Dept. 213Y, P. O. Box 2222, Princeton, N.J. 08540.

revolutionary cooking method: microwave sets a trend

Microwave cooking is fast becoming recognized and accepted as a major trend in food preparation.

Long used in restaurants and on airplanes to prepare and warm foods quickly and easily, microwave ovens are now finding their rightful place in the home. This is due in part to the increasing use of convenience foods

and pre-prepared meals by today's homemakers. Several food manufacturers have even recognized this trend by putting microwave cooking instructions on their food packages.

Microwave cooking systems are available today as countertop or built-in ovens and in combination with full size ranges. Among the most

versatile of these are the General Electric Versatronic oven system ranges. These unusual ranges can cook with either microwave energy or conventional heat, or can cook simultaneously for speed and desired browning in the main oven.

These ranges will replace any 30-inch range and feature GE's P-7 self-cleaning

oven system. They are available in standard countertop configuration, or in the Hi/Lo style, with an upper conventional oven.

Another benefit of microwave cooking for the present as well as the future is its contribution to energy conservation. Because microwave cooking is up to 8 times faster than conven-

tional cooking, a microwave oven operates for a shorter period of time and uses less electricity. The self-cleaning oven in the GE Versatronic oven system ranges also contains extra insulation which helps retain oven heat, better utilizing electrical energy during normal baking and roasting.

To have a kitchen of the future today, consider these remarkable ranges. 10

HOORAY FOR THE RED, WHITE AND BLUE—AND NEW!



A bright red double sink from the Kohler Co. replaced the old white one, heavily scarred from years of use. The firm also has a blueberry blue sink, should you want to have blue countertops for another version of the patriotic color scheme. The red linen countertops and booth table were retained by the remodeler.

A special touch is the new Willow Ware canister set from Holt-Howard, General Housewares Corporation. Willow Ware is an especially appropriate accent for "early American" room treatments. It was one of the first sets of tableware produced in China, and was brought back by the clipper ships to the fine homes in Boston and the Eastern Seaboard. "Blue Willow" cookware in porcelainized steel with matching decorated kitchenware also is available.

and tan and green on a beige background. Completely washable and extra strong because of its vinyl fabric composition, it is ready to stand years of heavy kitchen duty. It also complemented a cushioned vinyl floor.

A red, white and blue Tiffany style hanging fixture by Thomas Industries added a final dramatic touch to the eating area.

Whether you're feeling patriotic or not these days, red, white and blue are fun to live with and a great way to start the day!

Cover
Built by eroded soil and the remains of sea creatures and plants, continental shelves stretch beyond the shores of all the earth's continents. When combined, the shelves cover an area almost one-fifth as large as this planet's dry land.

Natural Disaster
Throughout history, hurricanes have caused more deaths than earthquakes and volcanoes.

Lasting beauty of carpet depends on performance rating selection

What would you say is the most important factor to consider when shopping for a carpet? Would you think first of its color, design and relation to your decorating scheme? The quality of the fabric? Or is cost value your main consideration?

All of these, of course, are important things to keep in mind when looking for a new carpet. But there's another more important factor involved in carpet buying which will make the difference in how well your carpet maintains its decorative beauty, how long the quality of the fabric lasts and, in the end, how much value you will receive on your initial investment.

The key to good carpet buying lies in a carpet's performance rating. Performance rating refers to the carpet's ability to withstand traffic and usage. After all, you don't just look at a carpet. You walk on it, grind dirt into it and, no matter how careful you are, you eventually break or spill something onto it.

A carpet is a true home "worker," and you should give careful thought to how big a job your carpet will have to perform before you decide on any purchase. Shopping for a carpet with performance in mind can help you avoid the mistake of buying less—or more—than you really need.

How do you judge carpet performance? The makers of Bigelow carpets have come up with a unique new Mark of Performance™ rating system that will allow you to buy the carpet that best suits your needs. The Mark of Performance™ assigns relative performance ratings to all



THIS MASTER BEDROOM occupied by two adults needs a substantial carpet, such as Impetuous by Bigelow. Performance Rated III for general traffic, the lush saxony is a lovely foil to the soft floral theme of the room.

Bigelow carpets, and provides helpful guidelines by which you can assess the kind of carpet you should buy according to its intended use.

There are three basic factors to remember, according to Bigelow, when rating carpet performance. First, what are the general traffic areas of your household? Is your family large or small and, if there are children, what are their ages? Do you have pets? Do you entertain frequently? In other words, how busy is your floor traffic in general?

Second, what is your attitude toward cleaning and housekeeping? Answer honestly, because diligent cleaning will increase the life and beauty of a carpet while negligent care will require a hard "worker."

Third, plot out the high traffic areas in your home. Most entries receive the roughest daily use, as all dirt

from the outside is deposited there. Stairs are another high usage area, especially the first step and all the leading edges. (Did you know that most people tend to walk on the same spot time after time?)

Pivot points, such as room entrances and hallway turns, are areas that also take quite a beating. Here, instead of just stepping, people twist and turn their feet, grinding the dirt down into the carpet and distorting the pile. Other heavy traffic areas depend upon the size and lifestyle of your family, but some typical examples would be the areas around the table in a busy dining room, the spot around a favorite chair or sofa, and the general TV and conversation gathering area.

A guest bedroom, on the other hand, receives only light traffic and can thus be carpeted with much less at-

tention to wear and tear. Moderate traffic is the term Bigelow gives to the sporadic type of activity that goes on in places such as the master bedroom or a formal living or dining room, where there is less daily movement. The rest of the home would generally fall under the categories of general and heavy traffic—the family room, children's bedrooms, a family living room.

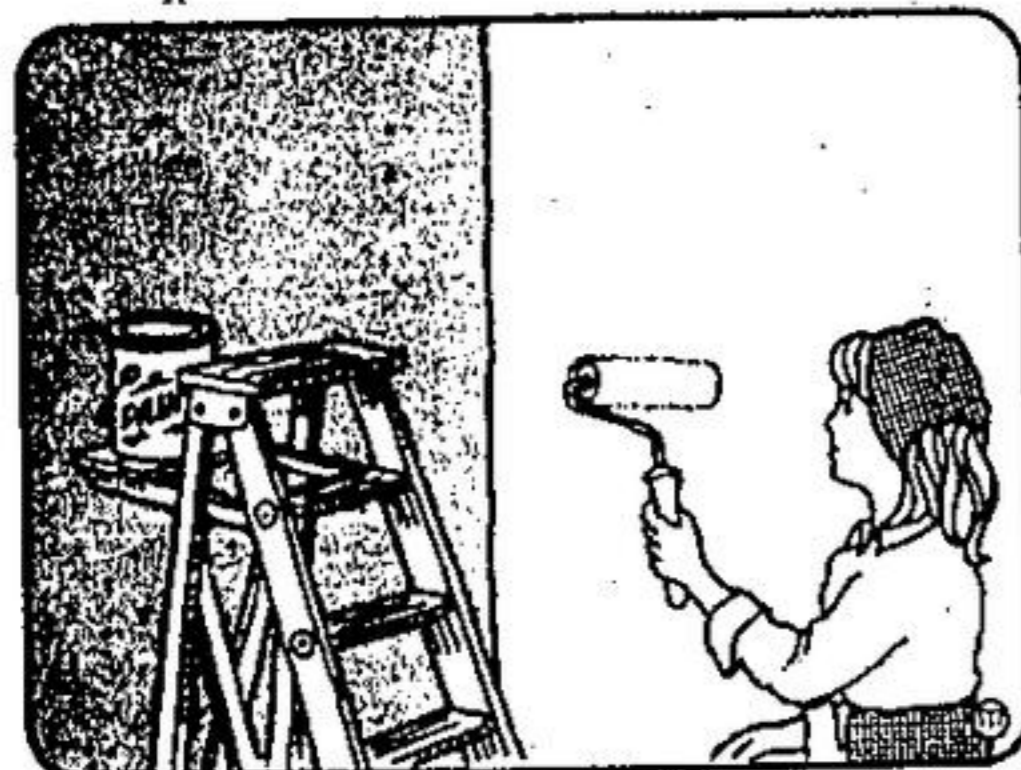
Color and pattern are also related to carpet performance. Generally speaking, medium to dark tones—the blues, greys, and browns—are practical for hiding dirt and soil in heavy traffic areas, while light colors—especially golds and oranges—are most sensitive to soiling. Tweeds and multi-colors hide dirt better than solids, and patterns take the camouflaging lead, with bold designs working best of all to hide telltale dirt and wear.

These are only the basics of carpet performance, a guideline for the homeowner who wishes to buy a carpet that will suit the total home environment and lifestyle. For more information on carpet performance and how you can apply it to your home, send for the free booklet, "The Consumer's Guide to Carpet Performance." This booklet contains detailed descriptions of the various performance categories of carpets, helpful special tips for making a selection, and a chart that plans your entire home's carpeting needs according to performance rating. Write to: Bigelow-Sanford, Inc., Dept. BJA, Box 3089, Greenville, SC 29602.

Label Means

Washing Wood?
Don't soak your wood kitchen items in water. Salad bowls and other wood utensils may warp or crack and prolonged soaking can mar the finish.

The label on a package of ground beef tells you the relative percentage of lean in the ground beef. Federal law mandates that ground beef or hamburger may contain no more than 30 per cent fat.



WHAT MIRACLE PRODUCT can save consumers time, work and money? A quality paint, says the National Paint and Coatings Association.

Consumers can save with a quality paint

The best bargain in a paint is a quality product that gives good performance, advises the National Paint and Coatings Association.

Here are some points to keep in mind the next time you're selecting paint.

A top-quality paint hides the surface beneath it better than an inferior product, taking fewer coats and less labor to cover the same area. This translates into time, energy and cost savings!

Want to cut down on surface preparation when you repaint? Quality paint is less likely to peel, blister or chip than its inferior competitors.

A top-of-the-line paint also has superior adhesion. It resists hard wear, cleaning

and, in the case of exterior wood, it has the flexibility to withstand the contraction and expansion of the wood, caused by temperature changes.

All of these properties enable a quality paint to keep its appearance longer than an inferior one.

Because quality paint wears better, a job well done means less repainting less often. If you're a do-it-yourself painter this means big savings in time, effort and painting materials.

If you usually hire a painting contractor, the savings become even more impressive. Eliminating an entire painting job can save you thousands of dollars in labor costs alone.

HAPPY HOLIDAY



Gather up the family for a traditional Christmas filled with old-fashioned joy and good feeling. Merry Christmas to you and yours!

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